

For Immediate Release

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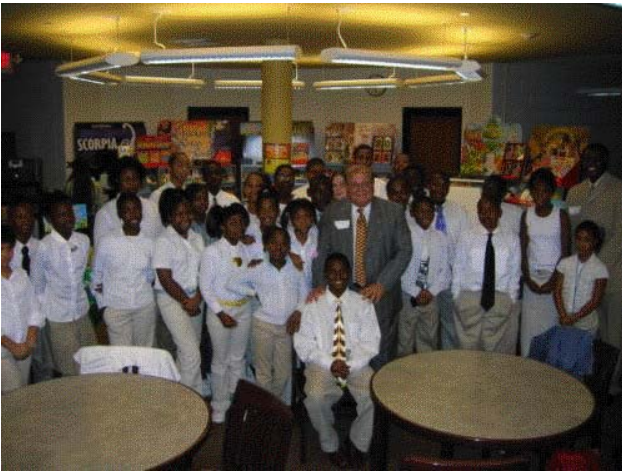
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Pictured above with the students from the B. O. Y. D. Program at PJ Hill Elementary School are Mercer County Freeholder, Pasquale Colavita (center), and Michael Troutman, JA-NJ Program/Marketing Manager (far right).

MERCER COUNTY FREEHOLDER PASQUALE COLAVITA VISITS TRENTON AFTERSCHOOL PROGRAM AT PJ HILL ELEMENTARY SCHOOL

Trenton, NJ - Boys of Distinction and Girls of Grace (B.O.Y.D. Program) of [PJ Hill Elementary School](#) began Junior Achievement (JA) in a grand way! [Mercer County Freeholder Pasquale Colavita, Jr.](#) and Junior Achievement of NJ (JA-NJ) President Catherine Milone-Richards, joined in to congratulate the students on their way to learning JA's "It's My Business". The Freeholder gave the boys a lesson in perfecting the knot in their ties as they went on to learning how to market and sell products. The JA "It's My Business" curriculum will be administered to the students by Founder Bruce Boyd, Educator Natasha Sykes, and JA-NJ Program/Marketing Manager, Michael Troutman. The B.O.Y.D. program was founded by Bruce Boyd. Building Our Youth's Development (B.O.Y.D) was established to foster character in the youth of today. "In building that character, we felt it was necessary to equip the young people with knowledge of business, which is essential to their being," quotes Mr. Boyd. To learn more about B.O.Y.D., visit www.boyd-nj.org.

Sponsorship of JA's "It's My Business" Program is made possible by the generosity of PSE&G. PSE&G is partnering with Junior Achievement of New Jersey to sponsor afterschool programs that teach students the basic concepts of financial literacy, economic education, entrepreneurship and how education is relevant to the workplace. "PSE&G is proud to partner with Junior Achievement on a number of educational initiatives," said Don Tretola, Public Affairs Manager for PSE&G, and a JA-NJ Board Member. "When we invest in our youth, we invest in the future."

What is the JA Afterschool™ Initiative?

Junior Achievement Afterschool™ is a national initiative dedicated to meeting the need for hands-on, quality educational experiences for K-12th grade students beyond traditional classroom hours. These programs focus on entrepreneurship, work readiness, and personal finance and align with NJ's Core Curriculum Content Standards. To implement, JA collaborates with afterschool organizations, such as NJ After 3, to provide their program with a structured, turn-key curriculum they incorporate as part of their afterschool content.

About PSE&G

Public Service Electric and Gas Company (PSE&G) is New Jersey's oldest and largest regulated gas and electric delivery utility, serving nearly three-quarters of the state's population. PSE&G is the winner of the ReliabilityOne National Achievement Award for superior electric system reliability. PSE&G is a subsidiary of Public Service Enterprise Group Incorporated (PSEG) (NYSE:PEG), a diversified energy company (www.pseg.com).